

CHEMIST & DRUGGIST

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a Benn publication

August 6 1983

**APD says 'asset
confiscation' will
lead to service
cuts to chemist**

**PP exam fees
down 70pc**

**HSS proposal
claw-back
from importers
reach of law'**

**Working party
backs 'yellow
card' system**

**Derek Lawson
comes home:
D interviews
NI secretary**

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COMMENT

Close shave

Contractors in England and Wales may be suffering badly as a result of the £25m cut in the drugs bill agreed last month between the Department of Health and industry, but Scottish and Northern Irish contractors are faring much worse (see p208).

This is because any price increase or decrease in proprietary medicine prices notified to the Scottish Home and Health Department, or the Central Services Agency in NI, up to, and including the first of a particular month, are paid to their respective contractors during that month.

In this case, unless negotiations produce a different result, manufacturers' price decreases effective August 1 will be paid against prescriptions dispensed in NI and Scotland during August. As a chemist's stockholding is put at seven and a half weeks, he will suffer a cash loss of 2½ per cent. Thus they have an advantage over their English and Welsh counterparts when prices go up but not when they decrease.

In England and Wales, of course, the cut-off date for price changes is the ninth of a month. So prices notified by August 8 will be passed on to contractors from September 1: on or after August 9, prices are charged from October 1. Therefore, unless the Pharmaceutical Services Negotiating Committee at its meeting this week with the Minister for Health can prevail upon him to bend the rules, English and Welsh contractors will lose 2½ per cent of the cash value of almost half their stock (represented by three and a half out of the seven and a half weeks of stock held).

The anomalies produced by this "instant Government" seem as palatable to most of the protagonists as "fast food". The fact is that the Government has given much less thought to its "instant solution" than any High Street take-away.

Contractors' negotiators are in the difficult position of seeking to change an agreement already implemented without consultation by the Government or the pharmaceutical industry. Mr Fowler said last week that he would listen to their representations. Wholesalers, by dint of individual effort and through the National Association of Pharmaceutical Distributors, at least managed to persuade manufacturers and Government to effect price reductions to them days before they were to pass them on to chemists. That in itself was a little but evidently not enough to satisfy them (see p208).

NAPD director Oswald Logan still intends to press the Secretary for Social Services to agree that manufacturers charge wholesalers the new low prices on all proprietary pharmaceuticals delivered during July — if he can get him to fix a date for a meeting. Mr Logan warns that more wholesalers will close unless the Government steps in again. So does Unichem managing director Peter Dodd (C&D July 23, p136).

If that happens the only party to have come out of the present debacle smelling or roses — the NHS patient and taxpayer — will suffer in the end. Instant Government. Instant mess. No solution!

And you comment to Mr Tanna . . .

So far well over 200 pharmacists have replied to Mr Ashwin Tanna's personal survey (C&D July 23, p166 for reply form) in which he asked: "Do you want pharmacy for pharmacists. Most respondents say they do!"

Mr Tanna is anxious to hear from as many pharmacists as possible to get a consensus.

■ See p232 for full list of changes to manufacturers' basic NHS prices notified since last week (July 30, p198), and too late for inclusion in this week's Price Supplement.

NAPD accuses Fowler of 'asset confiscation'

The National Association of Pharmaceutical Distributors says the attitude of the Secretary for Social Services to wholesalers, since the £25m cuts announcement last month, shows that "asset confiscation" is part of official policy. Director Oswald Logan warns that: "Failure by the Government to ameliorate wholesalers' significant stock losses will result in a deterioration of service to some retail chemists and further problems within the pharmaceutical distribution sector."

Mr Logan says the NAPD is not arguing against the need to save money. "Although some of the arguments used to justify this round of cuts are somewhat specious, our complaint is in the way it was grossly mishandled." Mr Fowler, because of "instant government" and lack of consultation, the NAPD says, ignored the plight of wholesale distributors as outlined in the Public Accounts Committee report (*C&D* June 4, p1053) — "... however, in the highly competitive UK market wholesalers are estimated to give the retail chemist cash and volume discounts in excess of 7 per cent. As a result profits are reduced to probably no more than 1 per cent of sales or about 6 per cent on capital employed for the bigger wholesalers and the smaller wholesalers are sustaining losses."

No response

Mr Norman Fowler, Secretary for Social Services, has not responded (other than formally) to the NAPD's July 18 request for a meeting to solve the cuts-problem created by his "political intervention in the market place". A second letter containing an expanded paper on the NAPD's solution to the problem was sent on July 27.

The NAPD put forward four alternative proposals for alleviating the strain on wholesalers bearing in mind the effect on other parts of the distribution system. The two it favours both require "Crown approval". One of these proposals — to defer both wholesale and retail price decreases until higher priced stocks were exhausted — has been overtaken by events.

The other is that the DHSS should agree that manufacturers can re-invoice or credit the difference in the price of all items purchased by wholesalers since July 1 at the old higher price, and that

this be allowable under the Pharmaceutical Price Regulation Scheme. NAPD says this would be equitable and, although a loss would be incurred by wholesalers, it would have to be accepted. "It has the merit of being easily quantified and therefore not subject to debate or argument. It is also easily checkable by DHSS, manufacturers and wholesalers," the NAPD says.

'Totally unjustified'

The NAPD says the cost involved in price conversion is "totally unjustified" and the result of implementing a decision, "the consequences of which were not properly thought through".

The price freeze (from August 1 to March 31, 1984) will result in several companies having to bring down their discounts, says the NAPD. "This will affect future claw-back." Stock appreciation is said to have been a vital factor in keeping many companies solvent.

Mr Logan believes the "majority" of wholesalers will have been able to pass on the "majority" of manufacturers' price decreases by their effective date, August 1. "Not all will have reached the computer," he says.



Mr Kenneth Liu, MPS (right), of Euro Chemist, Berry Street, Liverpool, receives a 14in colour television from Peter Kettle (centre), national sales manager, and Tony O'Donnell, territory sales controller, of Evans Medical. Mr Liu won the company's second "Tune-in" contest — guessing the exact number of paracetamol tablets produced in one hour by the Evans Fette compression machine. Evans Medical Ltd, The Old Post House, London End, Beaconsfield, Bucks HP9 2JH

Cuts hit Scots and NI chemists harder

The Pharmaceutical General Council (Scotland) has asked the Scottish Home and Health Department for an abatement of the normal price change procedures in respect of price reductions which were effective on August 1. Under the normal procedures such reductions would be applied to prescriptions for proprietary items dispensed on and after August 1.

The General Council's finance and general purposes committee, at an emergency meeting last week, agreed this action in the light of the size and extent of the price reductions. The General Council considers that special action is required because the price reductions are the result of direct Government intervention, and to be fair to contractors time should be allowed to use up stocks purchased at higher prices.

Officials at the SHHD have agreed to consider the request. As *C&D* went to press the SHHD had not contacted the PGC.

The Chemist Contractors Committee in Northern Ireland normally follows agreements reached between the Scottish Home and Health Department and the Pharmaceutical General Council (Scotland). The rules governing the implementation of manufacturers' price changes in Scotland also apply in NI, so the NI CCB is awaiting the outcome of Scottish negotiations.

☐ *C&D* understands that generic price changes in Scotland and NI are not passed on to contractors until the month following the change. In England and Wales Drug Tariff prices of generics are changed immediately. In this instance, on generic price changes only, NI and Scottish contractors have an advantage over their English and Welsh counterparts.

Industry 'penalised'

A proper reward for the high risks of pharmaceutical research is called for by Mr Peter Cunliffe, in his foreword to the annual report of The Association of the British Pharmaceutical Industry published this week.

Mr Cunliffe, chairman of the pharmaceuticals division of ICI and immediate past president of ABPI, points out that reward motivation is accepted in every developed country, but questions what appears to be happening in the UK.

"One despairs at the mental attitude that assumes that if one UK industry at least has successfully and indeed brilliantly got it right, then it must have got it wrong," he says.



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Selective claw-back from importers a 'breach of law'

Any selective adjustments to the reimbursement of pharmacy contractors who engage in parallel importing would be viewed by the European Commission as a serious breach of community law, according to Mr M.C. Hamilton of Dutch-based pharmaceutical importers Stephar BV. "Any such discrimination would almost undoubtedly result in a prosecution by the Commission of the responsible body," he says.

The opinion was reached after discussions with his legal advisers and representatives of the EEC Commission, and could effectively invalidate proposals by the DHSS / Pharmaceutical Services Negotiating Committee to claw-back money from contractors using cheaper importers (*C&D* June 25, p1152).

A letter from Mr Hamilton's lawyer to the Department of Health warns that "any measure directed against the parallel importation of pharmaceuticals by pharmacists . . . and any activities by national authorities, associations etc, directed against such importation contravenes the EEC competition rules and will force my client to lodge complaint with the EEC Commission and/or in a British Court."

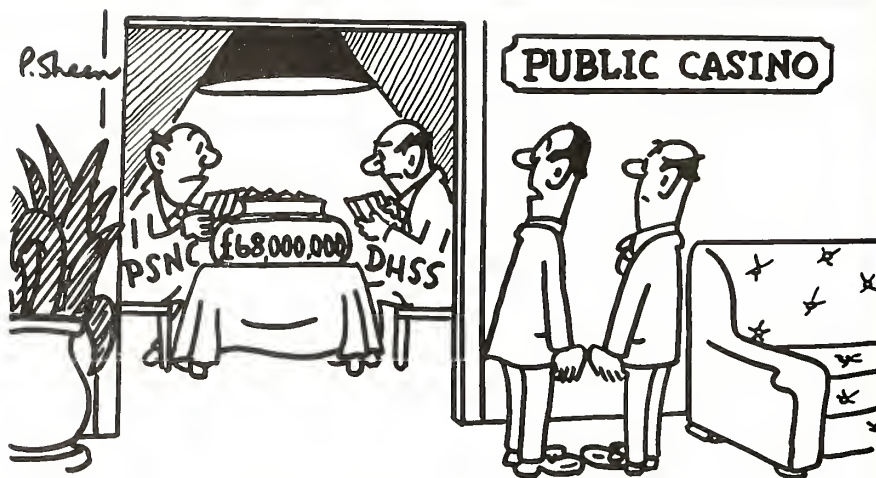
A complaint was lodged on June 29 with the EEC Commission on behalf of Stephar BV regarding the "considerable action" against parallel-importation coming from the National Pharmaceutical Association.

Mr Hamilton's lawyer, in his letter to the Department of Health, says that under paragraphs 9-12, 30-36 and 95 of the Treaty of Rome, importation within the EEC of medicines by pharmacists for sale in their own pharmacies is to be entirely free and unimpeded. Also, he says, there is no doubt that any claw-back of remuneration will directly contravene paragraphs 9, 12-16, 30 and 95 of the EEC treaty. "It also conflicts with the recent express declaration by the European Parliament that the Community market should without any further delay be opened to all parallel imports of pharmaceuticals."

ANP to call members to BPA meeting

The Association of New Pharmacies is to call a meeting in London in the next fortnight, having received a legal opinion on its position regarding the Basic Practice Allowance.

ANP secretary Mr M. Waldman will be contacting members during the week to arrange the meeting. The Association has not yet fixed a date for their proposed meeting with the PSNC.



£68m discount bill decision this week?

The crucial meeting to determine the period over which the Department of Health is to make its retrospective claw-back of £68m from chemist contractors took place between the Minister for Health, Kenneth Clark, his officials and representatives of the Pharmaceutical Services Negotiating Committee as *C&D* went to press.

The provisional figure of £68m was determined by the discount inquiry and represents around £7,000 a contractor (*C&D*, July 16, p93). PSNC will

undoubtedly have sought to persuade the Minister to spread the repayment over several years: he will have been expected to insist on a shorter time scale.

Also on the agenda was the new discount scale to recover the £18m contractors are said to be taking in discounts above the interim level. The discount scale could well be extended at its upper end, and/or at each point.

Reductions are expected to have been quantified in Drug Tariff generic prices to take account of the 0.68 per cent lower prices found in the inquiry.

In addition the drugs bill cut and its effects on chemist contractors was to have been discussed.

'Justice' for Oxford chemist after robbery

Six men administered their own style of justice on people who beat up and robbed an Oxford pharmacist.

The men chased the four robbers through the city streets before cornering two of them — one a woman. Before police could intervene they tied the man to a tree and beat him.

The swift justice was meted out after three men burst into the chemist's shop in Botley Road on Monday while their female accomplice kept watch outside. Police said the pharmacist, Mr Raxit Bhatt, was hit over the head with an imitation gun wrapped in cloth. He slumped to the ground and was repeatedly kicked about the body by the robbers, who then snatched £70 from his safe.

After chasing the robbers for three quarters of a mile the men managed to corner two of them. Shopkeeper Ali Ajam, who joined the chase, said: "I dashed out of my shop and asked people in the street to help me catch the robbers. We ran after them as fast as we could and saw two of them trying to escape across the playing fields. We cornered them by a fence and I was told by one of the men in the chase to go and find the police. When I got back one of the villains had been tied up and was being punched, but I don't want to talk about it. The woman was

lying on the grass but was not bound or hurt in any way. Then the police arrived and took them off."

The pharmacist, Mr Bhatt, said: "The people who caught them were wonderful . . . I would like to shake their hands."

A man and woman are helping police with their inquiries.

'No charge' by GPs

From September 1 patients will not have to pay prescription charges for items supplied and personally administered by either prescribing or dispensing doctors.

Mr Kenneth Clarke, Minister for Health, in a Commons reply, said that the necessary regulations will be laid before the House shortly.

Mr Clarke explained that the situation had been confused for some time.

Patients of dispensing GPs have had to pay a prescription charge if their doctor supplied them with items he personally administered — such as flu vaccine — unless of course they are exempt.

Non dispensing doctors conversely do not charge for such items. The drafting of recent changes to regulations might have meant prescribing doctors should charge. Mr Clarke said it was unnecessary to impose such apparently new charges.

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CPP exam fees down 70pc

The College of Pharmacy Practice has reduced its 1983 examination fees by 70 per cent to £30 (from £100), and the annual student fee by £7 to £8, in an attempt to increase the number of candidates as well as the number of students. The examinations will now be subsidised from the College's general fund.

The decision was taken at the July Board of Management meeting following pressure from associates at the annual meeting. A special Board meeting was held in May to determine a response to the requests from associates for additional and visible activities, and measures to increase the number of students and examination candidates.

Even though these changes mean that for a number of years the examinations will be subsidised, the Board readily agreed that priority had to be given to increasing the number of students and candidates. The annual student fee will no longer be deductible from the examination fees.

New activities

New College activities will include a correspondence journal, the first issue of which is to appear in the Autumn. The journal will begin by including commissioned articles from pharmacy practitioners, with an invitation to associates to submit comments for inclusion in a correspondence section in future issues. In due course the journal will include reports of College lectures and projects.

One or two pilot area study days will be arranged towards the end of the year. They will be open to students and founder members and will include a session on important aspects of practice, a session for contributions from associates, and a review of current College activities.

The Board has chosen a design for a practitioner member's certificate (successful candidates in the 1983 Part II examination will become the first practitioner members of the College at the end of the year). These certificates will be presented at the annual meeting of associates on January 30, 1984.

About 10 per cent of student members have failed to renew membership this year (22 out of "about 200"). A number had informed the secretary that they had decided to allow their membership to lapse for a year or two. The Board agreed this should be permitted without any financial penalty on subsequent renewal. Therefore it was also decided to withdraw the requirement that students must take the Part I examination within seven years of joining the College.

The Board has extended the ways in which the continuing education requirements can be met. To date these

include attendance at courses, completion of distance teaching programmes and the submission of essays as evidence of self-organised private study. It will now accept preparation for and presentation of three lectures, preparation for College examinations which will be sat in the year in question, preparation for other relevant postgraduate qualifications, publication of one or more papers in professional journals, and authorship of an approved publication. In all of these cases the topics need to be relevant to the science, technology or practice of pharmacy.

A record form will be sent to associates next year. This will help the College assess the range of education and techniques undertaken. Associates must complete it and return it to the College at the end of the year.

The Board is to collaborate with the Leicester distance teaching unit on a project on self-audit funded by a grant of £5,000 from Sandoz.

Professor P.H. Elworthy, a Board member, is undertaking a personal research project to investigate the employment pattern of women pharmacists after registration.

At the third annual meeting (January 30), in addition to a consideration of the 1983 progress report, there will be a structured discussion on whether or not the College should separate from the Society at the end of 1985.

Boots Charitable Trust has joined ICI Pharmaceuticals and Sandoz as benefactors.

Startling variations from film processors

Which? has found "startlingly different results" when it assessed the returned prints from 300 identically exposed films sent to 19 processing firms. There is also "considerable variation" among the prints received from each firm of the initially identical scenes. *Which?* concludes that paying a higher price will not necessarily make any difference.

The laboratories in the survey handle films sent by mail order, from specialist shops or from chemist or photographic outlets. The returned prints from the 300 Boots Colourprint and Kodacolor II films were assessed for faults, sharpness, colour and cut-offs. Charges ranged from 6p to 30p for a large print.

The report says there is not much connection between price and quality as several of the cheapest film processors did "about average" in most respects. The "good value" ones, chosen for price and quality of service, range from 8½p to 13½p for large prints.

"Startling" colour variations are possible from similar negatives according to the report. Poor results, therefore, might be due to incorrect exposure in printing or variations in colour balance. For example, the yellowish tone of a face

taken in ordinary indoor lighting can be eliminated but most laboratories didn't do it.

The most common faults found were white specks on the prints, possibly caused by dust or dirt or splashes of chemical in the lab, and that negatives, for no apparent reason, weren't printed. *Which?* says any unsatisfactory prints returned to a processor for free reprints "... will nearly always be given without any arguments".

Pharmacist offers computer shopping

A Tyne and Wear pharmacist is offering around 250 of his main lines, some at over 20 per cent discount, to the old, infirm and housebound from a computer shopping service.

A selection of Steven and Keith's products are entered every week into a catalogue which is circulated to people who are mostly housebound. For the past three years these people have been going to one of four local libraries to order their shopping via a CBM Commodore display terminal whose information is received by Prestel.

The computer scheme is run and manned by Tesco, one of many bodies like the Metropolitan Council and the Social Services Department funding the service.

Proprietor of Steven and Keith, Mr Anayat Ketirai, MPS, says around 600 people now shop with the computer. He is one of several retailers invited by Tesco to join the scheme for free, but the only other participant is Greggs the Bakers.

"We didn't join the scheme to make a profit but to help the community," says Mr Ketirai, "We only sell about two or three pounds worth of goods a day this way, but we have a very, very strong community here. I don't think I would have joined the scheme if it had been a commercial service."

Steven and Keith are a concession of Tesco selling counter medicines, toiletries, baby foods and hair care products.

Changes to Bargain Offers scrapped

The Government has scrapped plans to amend the Price Marking (Bargain Offers) Order. Proposed changes to the law were circulated as a consultative document at the end of last year (*C&D* December 11 p1040), and replies have shown wide disagreement as to a suggested future course of action.

Accordingly, the existing Act is to remain in force at least until the Department of Trade and Industry's current review of legislation in the area — set in July 1982 when Dr Gerard Vaughan was Consumer Affairs Minister — is completed.

TOPICAL REFLECTIONS

By Xrayser

Fleas flee Fifi

There she sits on the lawn in the evening sun. Smiling at me. Closing her eyes at me. Sitting with an air of proprietorial pleasure. At peace with the world. No scratching, no involuntary twitchings. We are permitted to feel we have passed muster.

In case you haven't guessed what I'm talking about, this is a follow-on from my despairing article on the super cat fleas we seemed unable to get rid of. I had some lovely letters as a result, one from Miss Harris whose cat Cleo also had fleas, until cured by a two-man (sorry, a two-person) attack on the cat with Nuvan Top. I must also thank the generous management of Cupal for their supply of flea killers and cat collars. I never realised the potential of this job!

Anyway after our initial *defleat* (thank you, Miss Harris) we got cracking with a fine tooth comb and a cupful of water and detergent. New satisfactions came to the eager hunters as we combed and caught. Great big fat fleas, and skinny little ones, found their way to instant drowning as entangled in surplus cat hair they were trapped and caught. The life of a monkey, with all that grooming, became intelligible as our avid chase had results. Better still, pussy actually began to purr in appreciation even to the point of rolling over, waving legs in the air in wanton pleasure.

Then came the stroke of genius. Why not respray the cat collar with the strongest killer *and* some insect repellent? The kids whooped up and out, coming back with collar almost dripping. After it had dried a bit, on it went. Subsequent comb and catch sessions have been a flop. Nary a single live thing in sight, only a few dried corpses. Almost disappointing really . . .

Script averages

I have just had a disturbing conversation with the receptionist of one of the local practices. I had given my dispensing assistant something of a rollicking because, when I went to dispense a bundle of scripts, I found we had virtually no stock of some of the most commonly used

things like Inderal, Navidrex K and Lasix. It was pointed out I had not long ago given a lecture on the need to reduce convenience buying of these lines from half a dozen at a time to two or three. "Even so," I whispered, "surely you've got the wit not to run me down to the last 20 Lasix or 100 Navidrex K before raising the order!"

"Have you seen Drs Scrimp-and-Save's scripts this month?" snapped back the accused one, in dulcet tones of course.

Well, of course, I hadn't. But I have now. Previously this particular practice could be relied on to order the minimum possible quantity of anything, in its cheapest possible generic form, with verbal instructions to ask the chemist if it would be cheaper to buy it over the counter (and it always was). There was never more than two or three weeks' supply or, for the genuine chronic, one whole month's. Now I saw a deluge of three and four month's stock being written up for each patient. It's playing havoc with my stock, and has done nothing for my image as the "man-with-the-mostest", when it comes to supplying all items promptly ex-stock.

The chortling delight of patients who slapped the scripts on my counter at not having to visit the doctors next month for their pesky repeats has been marred by my inability to supply all at once. Some, yes, but a return to me would have to be made. "What sort of a chemist are you?", even asked more or less good naturedly, does not please. And, as the implications to the number of items from this practice dawned, neither did the prospect of having to hold at least double the stock for a diminishing number of forms and fees.

When opportunity offered I casually asked the receptionist when the doctors had realised they didn't personally have to pay for everything they ordered, and had decided to have a ball?

"Oh no, it wasn't anything like that. The Ministry had been up to see them about the number of scripts they had been writing. Far more than the national average. The fees were costing the Government far too much . . . Been told to order for longer times. And a letter has come as well." Although I wondered (aloud) if I might have a look at it, sight was not to be had, which was not unexpected.

I find this alarming. Quite apart from the dangers in giving out three months' stock of a range of potent medicines — patient senility, depression, rotten storage, and waste being among them — the average cost per item will be trebled. We shall be expected to finance a considerable increase in stock for a greatly reduced return. May I ask the Pharmaceutical Services Negotiating Committee to investigate DHSS directives in this field as a matter of urgency . . . Please?

Rimmel

"Follow that!" I thought as I read of the retirement of a lady called Rose Glazer from the control of the company marketing the agency I have held almost as long as Yardly and Max Factor. It has gloriously seen off the former snooty reps from Coty, Rubenstein, Revlon and Cyclax as well as Miners, Gala and Outdoor Girl. Someone had the message right, and one or two others didn't. At the moment I'm just a wee bit concerned at the range of Rimmel and the stand-stock value, but with shoplifting pretty well controlled by better layouts, and a better stand, the turnover justifies what I carry. But the nicest thing about Rimmel, particularly when compared with their former competitors, is their unquestioning uplift of obsolete lines. Nothing in the last twenty years has so secured their acceptance in my pharmacy, as the knowledge that in the end I would not make a loss from taking in any doubtful item they wanted me to have on the displays. And haven't they done well!

André Philippe



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R-V launch cold capsules with TV campaign

Richardson-Vicks plan to support the launch of Vicks Coldcare capsules with a £1.1 million national television campaign starting October 27.

The Pharmacy only capsules contain paracetamol 325mg, dextromethorphan 10mg and phenylpropanolamine 12.5mg retailing at £0.72 for 10 or £1.37 for 20 capsules. A compact display unit which the company says is ideal for tillside siting will be available free.

A fearful market?

The total cough and cold market in the UK is worth approximately £110m at rsp. Multi-symptom brands, however, have shown disappointing performance over the past few years, say Richardson-Vicks, largely because of fears of drowsiness or over-complicated products.

Unisex roll-on

Stuart Edgar have launched a roll-on deodorant containing zirconium — already used in Gillette ZR and Beecham's Body Mist 11.

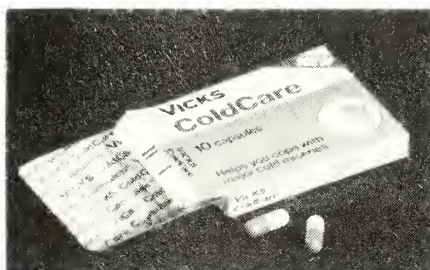
Pampered Xtra (£0.39½) also contains alcohol — an ingredient not usually found in budget priced anti-perspirants, says the company. The black and white packs are designed to attract male and female usage. *Smart Edgar Ltd, Etherstone Mill, Lilford Street, Leigh, Lancs.*

Imperial vouchers on cases of a dozen

Retailers are being offered £1 off cases of a dozen 200ml (£10.40), 150ml (£8.70) and 50ml (£5.83) Imperial Leather dry deodorant. A proof of case purchase along with a completed application form (see p221) should be submitted. Vouchers are restricted to one per retailer. *Cussons (UK) Ltd, Kersal Vale, Manchester.*

Telling the time with Tommy Tippee

An in-store promotion for Tommee Tippee feeding and playtime products offers the consumer a pine quartz wall clock and runs from August until the end of next year. The clock is available for



Recent research shows that half the population suffered from colds last Winter. Of those 68 per cent sought treatment which would help cope with their cold and with their working day.

Vicks Coldcare is designed to relieve the major cold symptoms without drowsiness, the company says. During test marketing in Wales and the TV South region the company claims Coldcare was well received.

Packs are orange combined with the traditional Vicks livery of blue, red and white with a green band.

Details of trade bonuses and other promotions have not yet been finalised. *Richardson-Vicks Ltd, Rnsham Park, Whitehall Lane, Egham, Surrey.*



£9.95 in return for pack slogans from any two Tommee Tippee feeding or playtime products. Personalised messages can be inscribed on the clock making it an idea gift for children, say Jackel. POS material including showcards and explanatory leaflets are available. *Jackel and Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG.*

Harmony in the Press

Harmony semi-permanent hair colour is being supported in the leading women's Press until Christmas with a £¼m advertising campaign. A shade guide stressing the versatility of the 14 different variants and offering consumers a free gold plated bracelet is now available from *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Think of a toast and win a holiday

Unican Foods are offering a holiday in the Greek Islands to the person who can think of the most original toast to be used when drinking Unican wines.

The competition, run in conjunction with Budget Holidays, will be flashed on all Unican three-week wine kits, and will be launched during the last week in August. The company is also offering up to £20 savings off any Budget Holiday booked before December 31, 1984.

Details and conditions of entry are printed on the inside of the labels. Each entry must be accompanied by a label from Unican three-week wine and in the case of more than one entry, at least one of the labels must be flashed with the special offer. In return for an entry form senders will receive a £10 discount voucher for one can label, or £20 for two or more. These can be used when booking any holiday from the Budget brochure. If the entry wins the Greek Islands holiday, Budget Holidays will refund the money paid for any holiday booked. Closing date for the competition is March 31, 1984.

The discount vouchers are also available to people not wishing to enter the holiday competition. By sending a special offer label to Budget Holidays, they will receive the holiday catalogue and the £10 discount voucher. Labels from the three-week wine range will earn the maximum £20 discount. *Unican Foods Ltd, Unican House, Central Trading Estate, Bath Road, Bristol BS4 3EH.*

ON TV NEXT WEEK

L n London	WW Wales & West	We Westward
M Midlands	So South	B Border
Le Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	CI Channel Is
Bt Breakfast Television		C4 Channel 4

Aquafresh 3:	All areas
Bic razors:	All except U
Blue H:	All areas
Cidal soap:	Bt
Farley's low sugar rusks:	All except E
Germolene cream:	Lc
Hedex:	All except U
Jaaps health salt:	Sc
Limara bodyspray:	All except U, We, B, E, CI
Lucozade:	All areas
Maws Wipers:	All except A, We, B, E, CI
Optrex lotion and drops:	All areas
Pampers disposable nappies:	All areas
Phenice:	All areas
Ponds cold cream:	Bt
Sensodyne toothpaste:	All areas
Tri-ac:	All except M, WW

Light at the end of the tunnel says report

Depressed for the past four years, sales of cosmetics and toiletries are now showing a very small increase in real terms according to the *Silver Book* summary on 1982.

Light can be seen at the end of the tunnel the report concludes. "Not only has destocking come to an end but economic trends which influence consumer demand patterns are all showing positive trends."

After two years of stagnant consumer spending in volume terms real growth is again being recorded by the report. Provisional statistics for the final quarter of 1982 show that personal disposable incomes in the year rose by 6.3 per cent — significantly lower than the 20.6 per cent increase of 1979 and 17.6 per cent in 1980 and 8.6 per cent in 1981. While the index of retail prices for all items stood at +12 per cent in January 1982, it had fallen to 5.4 per cent by December making the average over the year 8.6 per cent. At the same time wholesale prices for toiletries and cosmetics were averaging 6.8 per cent. Increases in cosmetic and toiletry prices therefore tended to be lower than those for goods and services in general.

A positive trend

Sales of toiletries and cosmetics in 1982 stood at £674 million (manufacturers selling price) — an increase of 7.3 per cent on 1981. Prices, however, rose by 6.8 per cent, so for the first time since 1978 there was a money-volume increase of 0.5 per cent "a continuation of a positive trend".

The report does point out however that although the value of demand was 37 per cent above the 1978 level, if 1982 sales are revalued at 1978 prices they are still in money-volume terms 15 per cent below their 1978 level.

Citing destocking as "the prime reason for the decline" the report believes that until stockbuilding on a serious level takes place "the current level and pattern of demand is reflecting consumer off-take, and the marginal increase in sales in 1982 probably reflects consumer activity". And it suggests the value of the UK market could now be £1,225m at rrp — a real term increase in 1982 of ½ per cent.

Over the five-year period 1978-82 prices of cosmetics and toiletries rose by 58 per cent — men's products recording the greatest increase (71 per cent) and dental preparations the lowest (45 per cent). The report points out that "when money is plentiful cosmetic price increases



Martin Shepsman, MPS (pictured right), of Astro Ltd, Joel Street, Northwood Hills, Middlesex, receives £200 worth of Marks & Spencer vouchers — first prize in a Gillette / Unichem lucky draw. Also pictured are Bill Jack, manager of Unichem's Willesden branch (centre) and three members of shop staff

have tended to rise faster than inflation; when tight the reverse takes place."

Skincare preparations registered the biggest value growth in 1982 (7.2 per cent) but due to variances in price increases the best performance in real terms was achieved by the deodorant / depilatory market (+10.1 per cent) thanks to the development of bodysprays. However, the report cautions that this demand could be "trade induced rather than consumer inspired".

Three other categories were only marginally down (dental care products -0.6 per cent, fragrances -0.7 per cent and hair preparations -0.9 per cent) while make-up items and men's preparations showed substantial declines (-7.6 per cent and -5.2 per cent respectively).

Average price changes stood at 6.8 per cent although make-up items (11.1 per cent), men's products (9.3 per cent), skincare preparations (9 per cent) and hair preparations (8 per cent) all rose faster than average and, with the exception of hair preparations, faster than the inflation rate for the year (8.6 per cent).

With advertising expenditure standing at £96m — a 30 per cent increase — this

represents 14.25 per cent of sales compared to 11.7 per cent in 1981.

Signs are that the recession is ending, the report concludes, with inflation in the first half of 1983 averaging only 4.4 per cent, productivity rising by 2.6 per cent — the best increase since 1978 and modest stock rebuilding taking place.

With political uncertainty at an end the report suggests there is a feeling of confidence in the country that things are under control.

As for cosmetics and toiletries, prices are expected to rise by 6 per cent with real growth (0.5 per cent in 1982) rising to 1 per cent. There will not be a dramatic return to the sales achieved before destocking set in, says the report, which believes the effects of stock-shedding will be permanent.

"The sooner 1980 becomes the base year for these 5-year reviews, the sooner the industry will have at its fingertips a true measure of the pulse of consumer demand levels." *The Silver Book — a review of the cosmetic and toiletry preparations market 1982 — John Hogston Associates Ltd, 23 Golden Square, London W1.*




Busy Brush all-in-one toothpaste and toothbrush kit retailing at £1.69 (available in outers of 12, £11.76 trade) comes in a choice of six colours. The brush has enough refillable flouride toothpaste (£0.90 for two refills) for about 30 brushings, say importers Allegro Marketing, 37 West Park Crescent, Roundhay, Leeds LS8 2ER

Tendasoft case and pack bonuses

Lilia-White are introducing an on-pack consumer promotion for Tendasoft Panty Pads. Packs of 10s in regular, super and super plus contain two free towels and there is also a mail-in offer of a pair of feather earrings in exchange for three pack fronts. Retailers are offered 28 packs of all three absorbancies for the price of 24 on cases of 10s and 14 for the price of 12 on cases of 20s. Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.

SO GENTLE SO WHOLESOME



A whole range of preparations you can trust, to care for and protect baby's delicate skin from dryness and irritation. (Your own skin would probably benefit from its gentleness too.)

All Dr Fischer products are a careful balance the finest ingredients that science has given us and natural extracts of chamomile – known for generations for its gently soothing qualities.

Look for Dr Fischer's Baby Preparations at your chemist shop, or write for a leaflet and a list of stockists.

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Dr. Fischer & Mother Nature

The sensible balance for
your baby's delicate skin

Wright's coal tar soap seeking family support

New packaging, a consumer promotion and television advertising will back the relaunch of Wright's coal tar soap.

Building on the brand's 100 year heritage LRC believe they have created "a stronger, more classic image designed to appeal to the family as a whole". Prices have been restructured at £0.22 for a 75g bar, £0.35 for the new 150g size and £0.46 for the 200g bath size, offering the retailer high margins, says LRC marketing controller, Rod Mallinson. "We believe that the support package we have put behind the relaunch will increase brand awareness and stimulate sales among new users."

The relaunch is pitched at the £5 million premium family sector of the £75m soap market — a sector that includes brands like Pears, Simple and Johnsons. Wright's already holds a 31 per cent sterling share and 43 per cent volume share in this sector, say LRC.

New packaging, to be introduced at the beginning of August, combines the traditional identity with a modern, clean look. A new, fresh fragrance, which retains the original coal tar attributes, and improved colour and lather reinforce the image update.

One dozen soaps

For POS a display unit holds a dozen bars of soap (trade £2.74) and entry forms for a consumer competition commencing September. The advertising message "Make a clean getaway" is also featured.

To enter the competition consumers must send in three proofs of purchase of any size bar, old or new packaging, to obtain a Wright's "exploding" sponge.

Wright's coal tar soap is being re-launched to appeal 'to the family as a whole'

The sponge, which swells to approximately eight times its original thickness in less than five seconds when put into water, carries a secret code.

Entrants must crack this code to discover the destination of a £2,000 luxury holiday for two — the competition's prize. Sponges will be available until November 30 and the competition closes January 31 next year.

For television advertising £1.2m has been allocated but details of regions have not yet been finalised. The campaign will break in the early Autumn. "The weight of our support reflects our confidence in the brand's potential as a premium price soap with broad family appeal," says Mallinson. *LRC Products Ltd, North Circular Road, London E4 8QA.*



Jeyes case offer to boost brands

Jeyes are currently running a case voucher scheme to boost sales of price-marked packs of Parozone, Ibcot, Bloo and Liquid Sanilav.

Each promotional case of price-marked products contains a leaflet with a colour coded token. In return for collecting eight tokens the retailer is entitled to a free set of Zorbit ivory face cloths and two hand towels (value approx £8). If twenty vouchers are collected, the retailer can claim two ivory face cloths, hand towels and bath towels (valued at around £20 rrp). Vouchers can be redeemed until December 31. *Jeyes Ltd, Brunel Way, Thetford, Norfolk.*

Maxepa on Channel 4

Maxepa is to be nationally advertised on Channel 4 throughout August. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NT.*

Larkhall sandal for tired feet

Larkhall Laboratories have introduced an exercise sandal based on the reflexology principle and designed to massage the bottom of the feet.

Dozens of plastic nodules covering the sandal's inside help to bring relief to tired, aching feet and legs while promoting better circulation, says the company. The



Maseur sandal is available either with a single velcro fastening (£15.95) or with an ankle strap (£18.95) in four sizes for both male and female. Colour leaflets are available with every purchase. The sandals have been available for the past six months through mail order, but are now being sold into chemists. *Larkhall Laboratories, 225 Putney Bridge Road, London SW15 2PY.*

Triple flavour for 2-way Hacks

Honey, lemon & menthol, one of the most popular flavour combinations in medicated sweets, has been added to Barker & Dobson's 2-Way Hacks range.

Each sweet has a honey and lemon crisp candy shell to soothe sore throats, and a menthol centre to clear the nose.

"Our investigations have shown that people prefer the much cleaner after-taste of menthol, rather than the sickly taste of honey found in competitive products," says marketing director Richard Lynch. Packs (£0.28) are yellow, with red and white lettering, supplied in trade outers of 30. *Barker & Dobson Ltd, Everton, Liverpool L6 5DF.*

HOT NEWS FROM SETON.



We first introduced you to Tubigrip, think how successful that's turned out to be. Now we're introducing you to two new products, Quench and Care.



The first is expected to become leader in a whole new market for burn cream.

The second, an antiseptic, has a potential target market of 73% of all mothers.

Both have been heavily researched and both will take hefty amounts out of their respective multi-million pound markets.

So don't get burnt, get stocked up to meet demand.

Seton[®]
THE 'TUBIGRIP' PEOPLE

Seton Products Ltd., Tubiton House, Oldham OL1 3HS. Tel: 061-652 2222 Telex: 669956.

BABIES DON'T JUST DRINK MILK.

AT LAST THE JUICE TEAT



Whether a baby is breastfed or bottle fed, by the time he is one month old he will both enjoy and benefit from regular juice drinks.

So what could be a more natural way to give juice to a baby than with his own special Juice Feeder?

And naturally the new Juice range is unique to Nursery. The very latest in the Nursery range of products by Griptight, the Juice range is poised to open up a refreshing new market opportunity for you.

The new Juice Teat is made from soft moulded rubber and is specially designed to cope with anything from diluted syrup to natural fruit juices and extracts. Hygienically sealed in see-through blister packs, they are supplied in outers of 15, giving you a colourful pop-up counter display.



There's a 125ml Juice Feeder too, attractively decorated with a fruit pattern so mothers can easily distinguish it from their milk feeders.

And probably the brightest idea of all! The Juice Trainer. Absolutely unique, the Juice Trainer attachment fits neatly onto the Juice Feeder and simply takes the place of the teat, giving a brand new drinking vessel that bridges that vital gap in the market between teat and training cup.

Cleverly shaped to fit the mouths of young babies, the Juice Trainer is designed to help babies progress in feeding development.

And mouthwatering new packaging will ensure that very soon mothers will be automatically asking for Nursery Juice products when they buy their baby drinks. It's only natural.

Talk to your wholesaler now. And get just a taste of the rich pickings to come.



AT LAST THE JUICE TRAINER

NURSERY
A RANGE OF PRODUCTS BY GRIPTIGHT

The Nursery range of products includes teats, nipple shields, feeders, soothers, disposables and baby wipes. Further details of all our products can be obtained from Karen Brazier, Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel. 021-472 4211.

Corimist relaunch — prices lower

The Corimist haircare range is being relaunched and will be supported by a £1m television advertising campaign commencing September. The launch, which the company anticipates will strengthen Schwarzkopf's share of the haircare market, sees recommended retail prices reduced. Included in the range are three new 200ml shampoo variants — frequent wash, beauty balance and balsam together with complementary conditioners (shampoo £0.89, conditioner £0.99), a styling mousse (100ml £1.19) and Quick Style setting spray (100ml £0.89). Spray tonic (100ml £0.99) and hairspray for normal and extra hold (200ml £1.19 and 300ml £1.69) continue

Anti-static bags

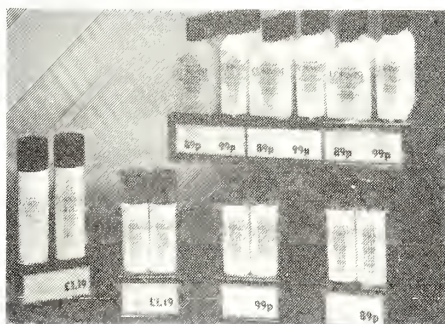
"Anti-static" polythene, and carrier bags carrying the orange and turquoise Vantage logo, are now available from Vestric. The bags have been specially embossed to reduce static and to give them a longer life, claim Vestric. The two polythene bag sizes are 6 × 10in (trade £4.36 per thousand), and 8 × 12in (trade £5.99 per thousand). The new carrier bags have a trade price of £13.90 per thousand. Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.

Part two of Numark's Summer Superbuys

Part two of Numark's "Summer Superbuys for all the family" will run in-store from August 8 to 20. Two lucky draws will run — one organised with Lilia-White on Kotex has 20 prizes of £50 Peter Dominic wine vouchers, and the second, in conjunction with Gillette, has 120 prizes of Braun haircare equipment, comprising compact hairdryers, quickstyle curling tongs and international travelair hairdryers.

Main Summer Superbuys include Colgate Dental Cream, Cream Silk conditioner, Vaseline shampoo, Body Mist aerosol, Mum Quick Dry, Nice 'n Easy, Right Guard anti-perspirant deodorant, Supersoft hairspray, Pampers, Radox bath salts, Kotex Simplicity, Soft 'n Sure, Sylphs, Brevia and Dayfresh, Silkience conditioner and Toni perms. All products will be advertised in *The Sun*, *Daily Express*, *Daily Mail*, *Sunday Post*, *Woman's Own*, selected local papers and on Ulster television.

Other products on promotion include



to be available.

A selection of in-store display merchandisers will be available and a consumer leaflet campaign will be used to encourage sampling. The television campaign aimed at the younger market breaks in September and will run for twelve months. *Schwarzkopf Ltd, Penn Lane, Californian Trading Estate, Aylesbury, Bucks.*

Silkience shampoo with banded conditioner, Casual hair colours, Eucryl toothpowders, Natrena, Cossack men's hairdressing, Silvikrin shampoo, Euthymol toothpaste, ZR roll-on, Pears soap and Handy Andies.

Optional extras include Feminax, Aspro Clear, Johnson's dental floss, Phensic, Hedex, Tri-ac and Rennie spearmint. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

PRESCRIPTION SPECIALITIES

Norton generics

H.N. Norton have introduced three branded generic products to their current list. Slow-pren is a sustained release formulation of 160mg oxprenolol. The tablets are white, biconvex and film coated, coded "oxp s/r" on one side with a twin triangle logo on the other (28 tablets, £6.10 trade).

Nordox capsules contain 100mg doxycycline. The capsules are green, coded "dox" on the cap with a twin triangle logo on the body (10 capsules £4.66, 50 capsules £22.31 trade).

Comox tablets contain 80mg trimethoprim and 400mg sulphamethoxazole, coded with a double break line on one side with the symbols "co", "tri", "80", "400" appearing in each quadrant, with the triangle logo on the reverse (100 tablets £10.66 trade). Comox forte are white dragee-shaped with a breakline, containing 160mg trimethoprim and 800mg sulpha-

OTC vitamins from Evans Medical

Evans Medical are introducing a range of five OTC vitamin products.

The new products are in soft gelatin capsule form and the range consists of vitamin E 200iu, vitamin B6 50mg, vitamin B complex, multivitamins and multivitamins plus iron. Packed in 60s the new products will all retail at £0.99. Awareness packaging has been designed and a display outer holding the full range will be available from Evans' representatives. The products will be distributed through local wholesalers and are exclusive to retail pharmacies. *Evans Medical Ltd, The Old Post House, London End, Beaconsfield, Bucks HP9 2JH.*

Ciba lines move home

Seven Pharmacy only lines have been transferred from Ciba-Geigy to their new OTC marketing arm, Ciba Consumer Pharmaceuticals.

The products are: Andursil, Antistin-Privine, Bradasol, Eurax, Nupercainal, Otrivine and Otrivine-Antistin. *Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

methoxazole (100 tablets £15.17 trade). A paediatric suspension is available as a pink suspension which has 40mg trimethoprim and 200mg sulphamethoxazole in each 5ml (100ml £1.60 trade). *H.N. Norton & Co Ltd, Patman House, George Lane, London E18 2LY.*

Debendox

Merrell intend to accept for credit any outstanding stocks of Debendox held by wholesalers, including material returned by retail pharmacists. All stock held on August 31 should be notified to Meadowbank, Bath Road, Hounslow, Middlesex by September 16.

Wander to Sandoz

Cafergot and Teronac have been transferred from the Wander to the Sandoz range of products and are now packed in Sandoz style. The tablet markings have been changed from Wander to the product name. All presentations are otherwise unchanged. *Sandoz Products Ltd, PO Box Horsforth No.4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Derek Lawson comes home as new PSNI secretary

Derek Lawson, MPSNI, MPS, took over as secretary of the Pharmaceutical Society of Northern Ireland on August 1. Although a local man who qualified in the Province, much of his working life has been in the North of England. In this *C&D* interview he talks about his past — and the future.

Derek Lawson is not quite sure how he came into pharmacy. He has no family background in the profession — his father was a seaman — but he suspects his grandparents gave him the lead because they were acquainted with the late Harry Forrest, in whose business he was later apprenticed.

In 1960 Mr Lawson began his pharmacy course at The Belfast College of Technology taking the Part 1 examination in 1961. In those days the initial intake of the pharmacy course was only around 15 but Derek Lawson did very well, gaining both the Part 1 physics prize and best student of the year. He then spent two years apprenticeship in the business of the late Harry Forrest in Bangor, co Down, under the direction of two successive superintendents — Norman McCullough and Jim Johnston — both of whom now have their own businesses. He resumed his studies at the College of Technology for Part 2A and 2B of the Diploma Examinations. In the Part 2 examinations he was awarded the prize for pharmacognosy, a subject he

particularly enjoyed.

After qualifying in 1965 he joined Belfast Co-operative Chemists Ltd, acting as day relief and holiday locum with his base at York Street, Belfast. The Co-operative gave him his first shop at Beersbridge Road and he later moved to Cavehill Road — a pharmacy which started life in a supermarket but had later been separated and given its own entrance. These first steps in management taught Derek Lawson that what he really liked was getting out behind the counter and meeting the customers.

Across the Irish Sea

However, this period in retail lasted only three years and around March 1968 he joined Vestric Ltd, crossing the Irish Sea to their Kingswinford branch (between Wolverhampton and Dudley) where he was responsible for hospital, veterinary and baby clinic sales — he also answered pharmaceutical queries and complaints! "It was a very enjoyable time and I loved that part of the country," he recalls.



Derek Lawson, MPSNI, MPS

The next move was less to his liking. In 1971 he became assistant branch manager at the Woolley & Arnfield branch in Stockport. The final move within Vestric came in 1975 when he took charge of the hospital and surgical departments at the Leeds depot. This dealt with sales from the Borders to the Midlands and, Mr Lawson says, it was like a branch-within-a-branch. Unfortunately Vestric closed the department — a decision Mr Lawson feels particularly unfortunate because a good reputation had been built up locally for service, equipment and repairs.

Left with responsibility only for a small localised pharmaceutical service to hospitals Derek Lawson returned to retail. Joining Mr David Bickler, who owned two pharmacies in Leeds, Mr



Mr Derek Lawson (front row, fifth from right) pictured with some of the members of Pharmaceutical Society of Northern Ireland Council who attended the July meeting and dinner held in honour of retiring secretary Mr Billy Gorman (third from right). Left to right, back row: R.H. Clarke, R.G. Dillon, G.E. McIlhagger, Prof. P.F. D'Arcy, G.W. McGlaughlin, M.V.A. Napier, J. Kerr, J.A. Crawford, J.D. Pollock and W.T. Hunter. Front row: J. Chambers, S. Moore, T.I. O'Rourke, Mrs C. O'Rourke, D.J. Lawson, J.H. Galbraith (president), W. Gorman, Mrs C.B. Watson, Miss M.J. Watson

Lawson managed the business in Harehills Lane, Leeds 9. It was a busy pharmacy because it backed onto one of the biggest council estates in Leeds. Mr Lawson thoroughly enjoyed being back among the people, particularly the typical Yorkshire folk, who are the "salt of the earth". This retail period lasted from 1977 until he saw the advertisement for Billy Gorman's successor, earlier this year.

Own views on progress

As a servant of the Society, Derek Lawson will naturally be implementing policies directed by Council, but inevitably he has his own views on the way the profession should progress. In particular he would like to see some rationalisation in the location of pharmacies in Northern Ireland, because market forces have not really been successful in providing adequate geographic distribution in the Province. "I had forgotten how many small shops there were," he says, "but it is Boots' expansion and the taking over of independents in prime sites by other multiples that is squeezing out the little man." Although doubtful that rational location is achievable — "we're swimming against the tide" — he still feels the objective is worth fighting for. He feels that the problem is getting worse, with some "silly situations" developing, such as pharmacies gravitating towards health centres to the extent that two pharmacies may even be next door to each other.

This of course is one matter being discussed in the EEC and Mr Lawson has already attended his first Groupement meeting in Brussels. The main topic of that meeting concerned mutual recognition of diplomas and freedom of movement between countries for pharmacists. The current idea that there can be recognition of diplomas for employees, without the simultaneous right for a pharmacist to establish in business Mr Lawson sees as a nonsense — "You could get a whole cavalry unit through that, let alone a coach and horses," he claims.

Redressing the balance

As the proportion of pharmaceutical business decreases in larger outlets Derek Lawson hankers after some method of redressing the balance, perhaps by physical separation of the two sections of a business. However, he does recognise the opportunity for counselling that regular customers for traditional merchandise afford the pharmacist.

Having originated from Bangor — a seaside town within easy commuting distance of Belfast — Mr Lawson and his family hope to return there. His wife Sandra and daughters, Julie 10 and Pamela 15, will join him as soon as possible — they are currently trying to sell

their Yorkshire home.

Asked about his hobbies, Derek Lawson could only name golf — his handicap of 10 is something he hopes to improve back in Northern Ireland where the sport is so popular among pharmacists. It has not been neglected during his exile, however, and he is a past captain of Leeds Chemists' Golfing Society.

Derek Lawson obtained reciprocal registration with the Pharmaceutical Society of Great Britain in 1968 and has since maintained membership of both Societies.

He is looking forward very much to the job of secretary but so far has had little opportunity to get to grips with it — "This is a very slack time of year but it is giving me the time to catch up on very necessary reading," he says. The main

difficulty with the job must inevitably be to follow in the footsteps of Billy Gorman whose name has been synonymous with the Society for over 37 years. "Billy has a remarkable memory for people, places and events and that knowledge cannot easily be replaced," he comments. ■



**NEW COX
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HISTORY OF PHARMACY

By T.D. Whittet, CBE, Hon DSc (Bath & Aston), BSc, PhD, FPS, CChem, FRSC, BDA, MCPP.
Master, Society of Apothecaries

Family arms in the 1671 Apothecaries Hall window

Part I, C&D last week, p196

John Lorymer was made Master of the Society of Apothecaries in 1654. As a gift to the Society he paid for the decoration and gilding of the White Room, also called the Queen's Room. The room was destroyed in the Fire of London in 1666. The subsequent redecoration was the cause of considerable disappointment.

In 1675 Lorymer's son-in-law, Dr Croone, the Gresham Professor of Rhetoric and secretary of the Royal Society, visited the Hall and expressed his desire to decorate the chamber in memory of his father-in-law. Lorymer's arms were to be placed in the window. Croone offered to have the fireplace tiled with white tiles and to provide a marble 'foot-pace' for the hearth. The whole room was to be panelled too at his expense, and the window was to have a sash fitted, a fashion just then becoming common. Unfortunately it seems that Croone failed to make good all these fine promises. The only further reference in the records is a note five years later that the Company had had to pay for the sashing of the window.

Lorymer's apprentices

Among Lorymer's many apprentices were:-

Francis Bernard, apothecary to St Bartholomew's Hospital, who was one of the heroes of the Great Plague of 1665 and who was given a Lambeth MD, which he incorporated at Cambridge, for his services during that pestilence. He later became a Fellow of the Royal College of Physicians and Physician to the Hospital. *Richard Russell* of Lewes, grandfather of Richard Russell, MD, FRS, who popularised sea-bathing and was largely responsible for the development of Brighton as a seaside resort.

John Lorymer died in 1660 and his will was proved in 1661¹. It had been made on November 8, 1660. He desired to be buried in the chancel vault of St Mary Mildred and that the funeral sermon was to be given by Dr Bull or Dr Hanley. The person who officiated was to receive £3.

Lorymer was evidently a very wealthy man as he made bequests amounting to about £8,000 and annuities of £310 per annum which were to come from his many properties which included the manor and farm of Riversden and Netham, South-ton and "my house in Bucklersbury, St Mary Colechurch" and

property in Kent and Hampshire:- enormous sums for those days and a great deal of property.

The bulk of his estate went to his three daughters, one of whom had married Dr Croone and another Sir Edwin Sadleir, the second and last Baronet.

He bequeathed £100 to Christ's Hospital, of which he was a member, the gift to be over and above the £100 formerly given or lent, and £50 to the Company of Apothecaries. That gift was recorded in the Benefaction book on January 27, 1681-82.

He appears to have had many physicians among his friends as he left £10 to Sir Edward Alston, Doctor of Physic, and £5 each to Drs Hall, Smallwood, Peirson and White. Many of his friends

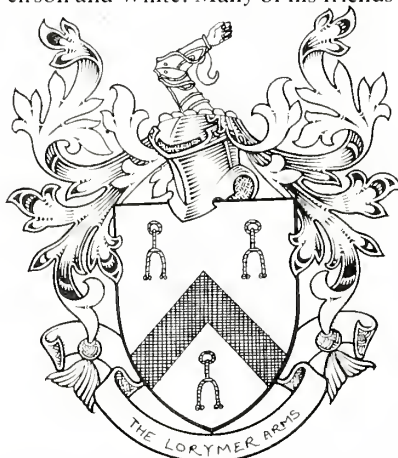


Fig 2: the Lorymer arms — argent, a chevron sable between three spur rowels azure; crest, an arm couped at the elbow in a maunch embowed and resting on a wreath

were left money to purchase mourning rings, including the following apothecaries:- Mr Thomas (presumably John, Upper Warden in 1653-54 and Master in 1657-58), Peter Browne and William Whitworth. He left the same to Sir Ralph Box, a prominent druggster (druggist) who was Warden of the Grocer's Company in 1681, 1687 and 1689. In the latter year the King was Master, so Box was Deputy Master and, no doubt undertook most of the duties.

Other legacies to apothecaries were to his cousin and apprentice Carew Norton (£100), Richard Thoroton, another apprentice (£10 pa for life), John Fletcher (£10 and £40 pa for 3 years, interest free) and William Rouse, apprentice, (£40 and £30, owed to Lorymer by his brother). Another clause stated "my wife to have special regard for Mr William Rowse if



she keeps or parts with my house or shop where I live".

An additional will was proved by Mary Croone in 1675, as his principal legatee, of bequests not administered by the executors of the original will.

The Court minutes of August 19, 1663, recorded that "Mrs Lorrimer sent her husband's picture". It was evidently saved from the Great Fire as it is still in the Hall, being returned in 1675 as the Benefaction Book for that year recorded on folio 7a "The widow of Mr John Lorrimer, her husband's picture". Wall, Cameron and Underwood commented²: "The fact that 9 years elapsed since its removal from the Hall at the time of the Fire suggests that it had been looked after during the interval in the house of its donor, Lorrimer's widow."

The so-called Lorymer Arms

There are no references in the Society's records to the placing of the arms in the landing windows but, as we have seen, it was at one time proposed to put the arms of John Lorymer in the window of the Queen's Room or Parlour. It may be that arms purporting to be his were placed in that room of the restored Hall in 1671 and that they were later transferred to one of the landing windows. The arms in the window, although accredited to Lorymer, belong to Lowman, a Devonshire family.

Mr Carl Edwards, an expert on stained glass windows, has confided that the coat of arms labelled "John Lorymer" is of 17th century glass but it is set in the centre of a window of glass which is probably of the middle or late 19th century.

Further research has not solved the riddle of the confusion between the arms of Lorymer and Lowman. No person of the latter name appears in the Society's records. The College of Arms has been unable to help.

Continued on p226

How to turn a few cans of hairspray into a computer.



Making a computer from ordinary cans of hairspray could prove slightly difficult. But when they're Sunsilk, it's a piece of cake. Here's how:

Just take a few cans of Sunsilk Hairspray, mix them gently with a selection of other Sunsilk haircare products, Complete Care Shampoo, Deep Action Conditioner and Setting Spray.

Arrange them in your window until they look well done. Send us a snap of your creation by 16th September. And get ready to programme!

Our judges will announce the winning Sunsilk Haircare Display by 7th October.

The Prize is the UK's most popular personal computer – the Apple IIe system with printer and software which is ideal for carrying out your accounts, inventory or word processing.

With the Apple IIe system, the winner will also receive "Micro Script," a software package which handles all aspects of prescription labelling and stock control for your shop.

Tell all your customers you made it out of a few cans and bottles!

Send your entry to: The Sales Planning Department, Elida Gibbs Ltd., Hesketh Hse., Portman Square, London W.1.

Full rules can be obtained from the above address.



OM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS**



HISTORY OF PHARMACY

Continued from p224



Fig 3: The shield and crest which appear in the 1671 window, with the name John Lorymer underneath. The arms do not, in fact, belong to him but to a Devonshire family, the Lowmans. How the error originated cannot be traced

The Wheeler arms — another puzzle

The presence of the arms of James Lowe Wheeler (Jacob being an abbreviation of the latinised form of his christian name) in a window of 1671 seems even more puzzling as that person lived two centuries later, being Master in 1864-65. He was a member of a distinguished family of apothecaries. An apothecary called John Wheeler was a Charter Member of the Society but he was not an ancestor of James Lowe Wheeler.

The Wheeler family

Thomas Wheeler (1). Thomas Wheeler (1), son of John, Citizen and Barber-Surgeon, was bound to Sherman Wall in 1727 and freed on December 2, 1735. He was the first of a dynasty of apothecaries to whom James Lowe Wheeler belonged. He was promoted to the Livery in 1647 and became a member of the Court of Assistants in 1769. His address was given as Basinghall Street from 1742 until 1769, the year of his death.

William Wheeler. William Wheeler, son of Thomas (1) was bound to his father on December 6, 1764, but was freed by Patrimony on November 11, 1771. He practised in Basinghall Street from about 1771 to 1815 and was apothecary to the City of London Lying-In Hospital from 1796 until 1815. In 1773 he became an Original Member of the Medical Society of London, a member of the Court of the Society of Apothecaries in 1808 and Renter Warden in 1816. He died in 1821.

Thomas Wheeler (2). The most famous member of the Wheeler family, Thomas

(2) was also a son of Thomas (1). He was apprenticed to Messrs Walkers of St James' Street, Royal apothecaries, and freed by patrimony on July 4, 1775. He also studied anatomy, chemistry and medicine at St Thomas's Hospital. He was appointed botanical demonstrator to the Society (1778-1820), apothecary to Christ's Hospital in 1800 and to St Bartholomew's Hospital (1806-21). He practised as an apothecary in Newgate Street in 1795 but moved to Basinghall Street. He was promoted to the Livery in 1792, became a member of the Court in 1815 and Master (1823-24).

Thomas was a remarkable and delightful character and there are numerous pleasant anecdotes about him.^{1,2} He retired to the house of his eldest son in Gracechurch Street where he died in 1874 at the age of 93. His portrait by Henry Briggs, RA, was presented by his grandson, Thomas Rivington Wheeler, in 1863 and now hangs in the Courtroom. Thomas (2) had six sons, all of whom became prominent in the Society of Apothecaries.

1. Thomas Lowe Wheeler. Thomas Lowe Wheeler, the eldest son, was bound to his father and freed by patrimony in 1811. He also became apothecary to Christ's Hospital and had a practice in Gracechurch Street. He became a member of the Court of Examiners in 1829 and of the Court of Assistants in 1848 and served until his death in 1849.

His son, Thomas Rivington, was apprenticed to him and also practised in Gracechurch Street. He was secretary to the Court of Examiners (1877-83) and of the Friendly Medical Society. He was the donor of the portrait of Thomas (2). He had a son Thomas Henry who was freed by patrimony in 1883 and practised as an apothecary until his death in 1895 at the age of 50. Thus there were six generations of the family in the medical profession, five of which included prominent members of the Society of Apothecaries.

2. Charles West Wheeler. Charles West Wheeler was bound to his father and freed by patrimony in 1813. He was apothecary to St Bartholomew's Hospital from 1821 until 1835. He became a member of the Court in 1855 and Master (1862-63). He died in the latter year.

3. James Lowe Wheeler. James Lowe Wheeler, FLS, was apprenticed to his father and freed by patrimony in 1815, succeeding the latter as demonstrator at the Physic Garden, a post he held until 1834. In 1830 he published a catalogue of the plants in the Garden. For many years he lectured on chemistry at a private medical school near Bart's, where his brother Lowe lectured on anatomy. James became a member of the Court in 1857, and Master 1864-65. He died in 1870.

4. William Lowe Wheeler. William Lowe Wheeler was bound to his father and freed by patrimony in 1816. He was apothecary to the Smallpox Hospital (1829-35) and then practised in various places until his death in 1861.

5. Lowe Wheeler. Lowe Wheeler was apprenticed to his father and freed by patrimony in 1818. He practised in Brixton and became a member of the Court in 1862. He died in 1869.

6. Joseph Wheeler. Thomas's youngest son Joseph was apprenticed to his Father and freed by patrimony in 1820. He was promoted to the Livery in 1841 when his address was in Lewisham: he died in 1854.

The Wheeler arms

Burke³ gives the arms of Wheeler (Hyde Park Gardens, London) as:- "Per bend az. and gu., a fish-wheel in a bend betw. two fleurs-de-lis or, on a chief of the last a wolf's head erased vert betw. two hurts. Crest. An Angola goat's head erased vert, horned or, holding in the mouth a fleurs-de-lis gold (sic)."

The charges on the coat in the window are correct but the tinctures are not — and indeed are heraldically incorrect. As depicted in the window the blazon is:- Per bend argent and gules, a fish-wheel in bend between two fleurs-de-lis or, on a chief of the last a wolf's head erased vert between two plates. At the honour or collar point a crescent argent (fig 4).



Fig 4: The Wheeler arms. The charges on the arms in the 1671 window (shown) are correct but the tinctures are not

Hurts and plates are identical in shape, both being circular. Heraldically they are both roundels, the hurt being a roundel azure and the plate a roundel argent. The crescent is the cadency mark for a second son.

The errors are that there is metal on metal, with one of the fleurs-de-lis being or on argent and the plates being argent on or, and the cadency mark for a third son, as James Lowe Wheeler was, should be a mullet not a crescent. It is a cardinal rule of heraldry not to put a metal charge on a metal field or a colour charge on a colour field.

Mr Edwards has confirmed that the glass of the Wheeler coat of arms is

Continued on p229

A new ally in the fight for improved footcare profits.

The new range of footcare products from Newtons Laboratories has got off to a great start.

With sales of all products exceeding our early forecasts.

Not surprising in view of the fact that all the products in our range are specially developed to meet the real needs of modern foot sufferers.

Of course, our high profit margins help too!

More help is coming very shortly in the form of our largest most impactful national advertising campaign ever.

From late July we will be promoting all footcare products with colour

spaces in leading women's magazines. So these new products are bound to move fast.

And to help you move them even faster, we're introducing a brand new ally. A compact, but very attractive counter dispenser. It's only 14" x 10", so it won't take up much valuable shelf space. But it will pay for that shelf space many times over. Our new dispenser comes to you free with an initial stock order.

For full details of this and our introductory price offer contact Pharmagen Limited at West Lane, Runcorn, Cheshire. Telephone: Runcorn (0928) 712918.



Newtons Chiropody Sponge · Newtons Cool Foot Aerosol
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BRIGHTER PACKS MEAN BRIGHTER PROFITS

Now Aspro Clear packs are brighter than ever before, with a striking new blue pack design that's as up-to-date as our product.

See the effect it has on your shelves – customers just can't miss it.

That means even more sales for you.

Now the 18's pack declaration is in red, and the 30's is the blue, so staff and customers can easily differentiate between the two.

Since its successful launch in 1976 Aspro Clear has steadily

increased in share month by month in the total analgesic market, and given new life to the buoyant soluble sector.

Aspro Clear is the fast effective pain relief tablet: it dissolves so completely it goes clear. Now more and more people are finding it's the one that suits them best.

You'll see this demonstrated in our new consumer campaign, spending over £1m on TV this year.

Stock up your shelves now – so your profits will stand out as clearly as our new packs.

ASPRO CLEAR. DISSOLVES COMPLETELY—RELIEVES PAIN FAST.

The 1671 window — a possible solution

Probably of the mid-eighteenth century. It is possible that the 1671 window was damaged in the explosion which killed Henry Hennell in 1842^b and may have been reconstructed during James Lowe Wheeler's Mastership (1864-65). The old panel of "Lorymer's" arms may have been inserted in two of the three panels of the 1671 window, along with the Wheeler arms. The date 1671 is in the central panel which depicts the Society's arms.

The error in the tinctures could have been caused by the blue (azure) glass taking away from the arms as has happened in the field of the shield in the central panel which is known to be of 17th century glass. Mr Edwards believes, however, that this is not the case as the glass of the Wheeler panel is obviously much more bright and clear than that of the 17th century panels. As it has the name of James Lowe Wheeler it cannot be earlier than the early to mid-18th century. The error of the cadency mark also suggests that the designer of that panel was not an expert in heraldry.

Despite its heraldic inaccuracies the window is a beautiful and historical one and is worthy of its prominent place in the Society's Hall.

Note: All references to the Society of Apothecaries' minutes have been taken from the original Minute Books. Guildhall Mss. 100, vols 1 and 2. As these are in date order no numbers are not quoted.

Acknowledgments: I am grateful to Mr Carl Edwards of the Glasshouse, 11 Lettice Street, Fulham, London SW6 4EH, for inspecting the windows and giving me expert advice on them.

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STATUTORY COMMITTEE

Misconduct over newspaper article

A Manchester pharmacist was found guilty of professional misconduct recently for advertising his new pharmacy in a local give-away newspaper. Mr Anthony Showman, director and superintendent pharmacist of Uscita Ltd, of Danesway, Prestwich, was reprimanded by the Statutory Committee of the Pharmaceutical Society for contravening the guidelines governing the advertising of professional services.

Miss Katrina Wingfield, for the Society, said the *South Manchester Reporter* carried an advertisement announcing the opening of a new pharmacy by Showman's the Chemists Ltd. It was accompanied by an editorial and supported by other advertisements by traders and manufacturers.

Indiscreet announcement

She said the advertisements and editorial used the restricted titles of "chemist" and "pharmacy" several times and the advert placed by Mr Showman exceeded the recommended "discreet announcement" of a new business.

Mr S. Cantor, for Mr Showman, said his client was assured by the newspaper representative who approached him about advertising his pharmacy that the newspaper editor had experience of professional advertising and that nothing would appear that would contravene the Society's regulations.

The chairman, Sir Carl Aarvold, said the Committee was satisfied Mr Showman anticipated that what appeared in the newspaper could contravene the guidelines on advertising but he failed to follow the advice of a previous Committee chairman advising pharmacists to insist on seeing a proof of the advertisement and editorial.

Untidy pharmacy sees improvement

Bristol pharmacist Mr Dennis Baldwin was warned by the Statutory Committee that he should not allow this pharmacy at West Mall, Clifton, to become a potential hazard to the public if he wished to remain on the Register of the Pharmaceutical Society.

Last January, the Statutory Committee gave 72-year-old Mr Baldwin, of Canynge Road, Clifton, one last chance to clean up his shop after being told that the dispensary resembled a rubbish bin and that the stockroom and

cellar were cluttered up with out-of-date medicines and dirty bottles.

Mr Samuel Williams, an inspector of the Society, said he visited the pharmacy for the first time this week. Judging from remarks made by other inspectors, Mr Baldwin had made a considerable and conscientious effort to improve the standard of the pharmacy. In its present state, it did not constitute a danger to the public.

But there were still large quantities of containers of all varieties in all of the rooms. Much of the contents were obsolete, although the containers were of some value to antique collectors. "The physical effort of removing the stock is almost beyond imagination. It would need an army," said Mr Williams.

Another inspector, Mr Anthony Jackson, said he had offered the help of some pharmacy students from Bristol to clear the premises, but Mr Baldwin had declined.

In evidence to the Committee, Mr Baldwin said he had received magnificent help from his family in tidying up the pharmacy. He admitted he was a bit of a magpie, and was loathe to throw away many items which were of considerable historic merit. His only reason for turning down offers of help from various inspectors was his dislike of strangers.

Mr Baldwin was asked why it has taken so long for him to make the necessary improvements to his pharmacy, and he was reminded that he was reprimanded by the Committee two years ago after similar complaints about the shop. Mr Baldwin replied: "I imagine that with increasing age one loses a head of steam. Some years ago I could willingly work 12 hours a day for a seven-day stretch, but I am not willing to do it now."

The chairman, Sir Carl Aarvold, said the Committee noted a very great difference in Mr Baldwin's outlook since last January. He had expressed great gratitude to his family, and expressed pride in his profession. "These matters are very different from the attitude he adopted in January, and the Committee are very glad to note the change which has allowed him to appreciate the help he has received and to get satisfaction from the process of cleaning up his pharmacy.

"Taking everything into account, the Committee has decided that it must direct that a reprimand be given to Mr Baldwin for allowing his pharmacy to get into that condition and we also have to warn him that if he does allow it to deteriorate once more there is a very, very strong risk that he will be removed from the Register," said Sir Carl.

Those 'unkind cuts'

Here we go again . . . another era of cutbacks on NHS remuneration. The cost inquiry of NHS contractors appears to show that pharmacists are making more profit than is allowed. £68m in excess over three years . . . out of a total turnover of perhaps £3 billion.

Drug manufacturers must forfeit £25m and we "dispensers" at the end of the supply line have to cough-up £68m (the term "dispenser" is used deliberately, as dispensers of money). Those who recall the days of Enoch Powell and his cuts will see a rough ride ahead for NHS pharmacists.

Having been more or less dependent on the NHS for over twenty years (at present to the tune of 90 per cent) . . . I am now informed I have made about £7,000 in excess over the last three years. It is ridiculous. Over £2,000 per year is needed just to replenish the same stock. Over 10 per cent of drug stock has to be written-off each year because:

1. There are too many prescriptions on a three-monthly basis which give a slow rate of stock-turn when a stock-turn of twelve is needed to remain viable.
2. There are too many "left-overs" on which "broken bulk" can not be claimed. It is said that the mustard left

on the plate provides the profit. In the case of drugs the "left over" mustard is profit only to the drug manufacturers and the cause of the high cost to the taxpayer.

I recall when the total drug bill was under £100m per year. Now it is £1,400m per year, an increase well in excess of the inflation rate of the past 20 years. The claim that the drug bill is but 9½ per cent of total NHS cost is no answer to the problem.

Does this not reveal that the Government has its priorities grossly wrong and that we pharmacists are being penalised to save a few million pounds. The taxpayer could probably have been spared several hundred million pounds by more stringent controls of doctors' prescribing and (dare one say it) more control of patients' demands. But I fear it is too hot a potato for the politicians to handle. We NHS pharmacists will have to suffer at the hands of politicians because they are desperate to cut government spending, the Public Sector Borrowing Requirement no less.

Perhaps we should all do some parallel importing to reduce the NHS cost for the benefit of politicians, and thereby eliminate the sterling surplus of drug exports. But that's another story!

J.C. McClellan,
Stanley, Wakefield.

Society are rejected, and correspondence with MPs produces no positive response.

Were the Medicines Act and NHS regulations amended to restrict supply of Prescription Only Medicines to not more than thirty days supply at any one time, the quantity of drugs in circulation would be significantly reduced. This would reduce stockholdings in pharmacies, reduce waste, reduce abuse and reduce NHS costs — which the Government obviously requires. All this without the need to possibly curtail the funds available within the pharmaceutical industry for continuing essential research.

I hope Her Majesty's Ministers will heed this plea and make the necessary beneficial changes.

David J. Greenwood,
Publicity officer,
Somerset Branch, PSGB,
Glastonbury.

Discount limits?

I note with interest the result of the discount inquiry. I should like to know the precise situation of myself and other pharmacists who opened their pharmacies in 1982 or later. We have not received any discount from 1979-82; we have suffered already and will be even more

disadvantaged by the respective "claw-backs".

I urge the Pharmaceutical Services Negotiating Committee to draw the attention of this to the DHSS in negotiations on this matter, and ask all fellow-sufferers to protest in the strongest manner at this gross injustice.

A. Williams,
Swansea.

All for one, and . . .

What a pity that Mr Tanna, writing in the *Chemist and Druggist* recently (July 23, p166) will have excluded many readers from giving an affirmative response to his questionnaire who fully support the need for pharmacists to own community pharmacy. I can think of many reasons why they may well shrink as I do, from the further step of insisting that one pharmacist must own one pharmacy.

His arguments, as laid out in the letter, apply much more directly to the former case than the latter anyway, and surely, for the Pharmaceutical Society to be persuaded that some action will have to be forthcoming on this matter, the broadest possible support from the membership will be essential.

David Coleman,
Southampton.

A minimum order

I wonder how many of your retail readers realise that they have suddenly become second class members of the National Pharmaceutical Association.

Macarthy's have just written to me informing me that with effect from August 1 they are changing their terms for the supply of NPA products to customers who do not have an ethicals trading account *with them*.

The new minimum order is only slightly more than my average monthly order — but there is no minimum for Macarthy customers who order ethicals.

I feel that if the NPA want a two-tier system of membership they should have written to members themselves and not left this distasteful task to one of their suppliers.

Conscript

☐ Mr Tim Astill, NPA director replies: "We have always known that the size of the market for the NPA products necessitates their distribution on a franchise basis. Our arrangements with franchise wholesalers ICML provide that NPA products will only be made available to NPA members on reasonable commercial terms. Your correspondent would find that other wholesalers offering

Cuts — Somerset's savings' recipe

I refer to the recent requirement to "trim" £25m from the NHS drugs bill, and the subsequent agreement by the Association of the British Pharmaceutical Industry to review prices. It seems that we have a "chicken and egg" situation, where the problem is not so much the cost of the drugs, but rather the vast quantities in circulation.

My colleagues in Somerset have been campaigning for some years now to have the quantities of prescribable drugs restricted to a maximum of 30-days supply on the grounds of safety and waste. Up to now, we have been crying in the wilderness. There is a reluctance to control prescribing habits nationally, yet it is well known that vast quantities of unwanted dispensed medicines are returned to pharmacies whenever there is a returned-drugs amnesty or "Dump" campaign.

In community pharmacy, prescriptions calling for 60, 72, 84, or even 100-days supply of medicines are commonplace. The danger of misuse and the potential waste is colossal, yet Somerset motions to the Pharmaceutical

own brand' ranges also insist on a basic level of turnover in order to make the account as a whole viable. If NPA products were to be distributed on demand to every pharmacy, no matter how small the order, the price of the products would need to increase to a wholly uncompetitive level."

Label nonsense

While I am highly amused by the suggestions of Alan Pepler (*C&D* July 23, 1986) for extensions to the labelling requirements, I do feel that he has overlooked one very important matter. Alan is obviously concerned that such labels may confuse, or distract the patient. Whatever has the patient to do with labelling? Surely the whole idea of the label is to facilitate "drug recalls", which seem to occur so frequently in these enlightened times. In any case the labels being displayed in the pharmaceutical Press as results of the modern electronic printers are quite illegible, and would defy understanding by any patient of average intelligence.

I suggest that the sooner the Society's Council co-opts Alan Pepler, the better. **John S. Clarke,**
Weston-super-Mare, Somerset.

Pharmacist's part & quantity endorsement	No. of days treatment NB Ensure dose is stated	DATE	NP	Pricing Office use only
MEDICATION				
DOSE				
1 Ventolin Inhaler				

Star-struck prescriber. Pharmacists aren't the only ones to like playing with computers...

Pharmacist's part & quantity endorsement	No. of days treatment NB Ensure dose is stated	DATE	NP	Pricing Office use only
See below				
84 Liverpool				
(17) for 3-4 weeks up				
83 plate copy sent to Pharm				
I would be grateful if you would include it in your Parovox file				
your reply				

It's nice to be consulted by our medical colleagues, but there are limits, doctor!

PSNI COUNCIL

New fees structure in operation

New Regulations on retention fees become operative in August, the Pharmaceutical Society of Northern Ireland was told at its July meeting.

The secretary reported that the PSNI (General) Regulations Northern Ireland 1983 had been signed by the Department of Health. The Regulations increase to £40 the retention fee payable by a member of the Society. The reduced fee of £15 is payable by a member who resides outside Northern Ireland and does not own a retail pharmacy business in Northern Ireland or does not hold the position of superintendent of a body corporate carrying on a retail pharmacy business in Northern Ireland. A member over 65 years of age pays the reduced fee. The fee for restoration to the Register of Pharmaceutical Chemists is increased to £20, in the case of a member of the Society, and £1 in the case of a student. The retention fee in respect of a student of the Society has been increased to £1.

EEC proposals rejected

Mr Kerr drew attention to recent submissions of the Local Affairs Committee which will be placed before the European Parliament in September. The proposals related to the recognition of diplomas. Council noted that these proposals would permit recognition of diplomas and limited movement of pharmacists between the member countries of the Community but they failed to provide harmonisation of practice conditions. They also introduced a new feature of limited registration for immigrant pharmacists. Article No.2 now states: "Each member state need not recognise these diplomas for the opening of new pharmacies open to the public".

The Council agreed to reject the proposals because they were unsatisfactory and were clearly a temporary measure which precluded the inclusion of geographical distribution with the free movement of pharmacists. Also in attempting to achieve one of the basic principles of the Treaty the proposals denied at least one other, ie

equal rights for both national and immigrant pharmacists. It would appear that all forms of geographical control are to be abolished. If implemented the proposals would mean that Northern Ireland could never have a properly designed system for the distribution of pharmaceutical services in rural areas throughout the Province. In addition, if the proposals were adopted the advisory committee would have conferred upon it very extensive powers to the disadvantage of the EEC Pharmacy Group.

Society AGM

It was agreed to hold the September meeting of the Council on September 22 and the annual meeting of the Society on September 29.

The applications of the following for registration as students were granted:— Robert David Bell, 12 Carwood Parade, Newtownabbey BT36 8LS. Nicola Julie Elizabeth Mercer-Smith, 26 Josephine Avenue, Limavady, co Londonderry. Helen Mary Davison, Borchra, Knockchree Avenue, Kilkeel, co Down BT34 4BP.

Billy Gorman steps down

Mr Derek J. Lawson was appointed secretary to succeed Mr William Gorman who retired on July 31. Mr Lawson has had experience in wholesaling and general practice and holds the Northern Ireland pharmacy qualification.

After the meeting a dinner was held in the Roundhead Restaurant and the secretary, Mr William Gorman, was presented with a portable colour television set to mark his retirement. Mr J. Harvey Galbraith paid tribute to the long service given to the Society by Mr Gorman over the past 37 years, and wished him and his wife Dorothy many happy years of retirement.

CHEMEX'83

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The Cunard International Hotel, London W.6. 11-13 September 1983.

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Although the Committee on Safety of Medicine's yellow card system suffers from a number of failings the arrangements are an essential component of adverse drug reaction reporting and the system should be retained in its present form.

That is the conclusion of the working party on adverse reactions who have submitted 29 recommendations to the Minister of Health, Kenneth Clarke, which “should help remedy its [the yellow card system] shortcomings”.

Several proposals are put forward to increase doctors' awareness of ADR reporting including an information campaign through the most widely read medical journals.

The report says The Association of the British Pharmaceutical Industry should be consulted as to how the industry could help promote doctors' awareness of ADRs including training sales representatives to give more information on ADRs. And it says a reminder about

The Department of Health is proposing to re-examine the "reasonableness" of pharmaceutical wholesalers' costs and profits. The examination, which is expected to take place towards the end of the year, will include the effect of reduction in wholesale margins on manufacturers' profits.

The proposal is mentioned in a Treasury Minute on Reports from the Public Accounts Committee, presented to Parliament last week (Cmnd 8995, HMSO £2.25). The Minute adds that a review of the Pharmaceutical Price Regulation Scheme is being carried out and it is expected that recommendations will be made to Ministers during the Summer. Meanwhile the industry is reducing the NHS drugs bill by £25 million during the current financial year and the study of transfer prices, by commissioned accountants, is under way.

On pharmacists' remuneration, the Minute says that the Department's proposal to include in chemists' terms of service a requirement to co-operate with inquiries when necessary, and the Franks Panel's suggestion that discount levels

reporting should be added to advertisements for drugs containing new chemical entities.

The pharmaceutical industry needs clarification of the extent of its legal obligation to report, including guidance on drugs under clinical trial and reporting of non-UK data.

Hospital pharmacists could have a particularly important role in assisting doctors report ADRs, according to the working party. This aspect will be considered further in stage two of their work when they will look at ideas such as event monitoring, record linkage and potential of new information technology.

Urgent research is recommended into factors influencing the rate of ADR reporting by doctors. Revised advice to doctors on the kinds of reports the CSM expects should be publicised in medical journals whose editors should also ensure that authors of papers describing an ADR report their cases to the CSM. The working party recommend that *Current Problems* should appear at least four times a year and be published and circulated more quickly. In addition regular features or "drug spots" in the medical Press should be considered.

should be reviewed more frequently between inquiries, will be discussed with the Pharmaceutical Services Negotiating Committee and put into effect as soon as possible.

The interim adjustment factors, already being applied by the Scottish Home and Health Department, will be reviewed and, if appropriate, revised after the Department of Health's discount inquiry. Subsequently they will be reviewed quickly following any additional survey work needed in Scotland.

The Minute also notes that Ministers accepted the Panel's decision that the profit formula recommended by the Franks report should remain in force until the end of 1983. The Panel's suggestion that the Department and PSNC should agree a formula on the financing of working capital acceptable to both sides will be pursued with the intention of introducing new arrangements from 1984.

The code of practice for the marketing of infant formulae in the UK was published this week. The code does not differ significantly from draft proposals issued earlier in the year (*C&D Babycare Supplement*, February 19, p13). Manufacturers will however, still be able to supply free samples to mothers under the code but only through the Health care system.

The following reductions to basic NHS prices had been notified by manufacturers on Tuesday, August 2. These are in response to the DHSS/ABPI agreement that prices be reduced by 2.5 per cent on average in the Government's current financial year. Previous price changes notified to *C&D*, effective on or before August 1 appear in *C&D* Price Supplement this week.

Abocin tablets 1000s, £7.41. Allopurinol tablets: 100mg 100s, £12.91; 300mg 100s, £27.62. Erythrocin: suspension 100ml, £1.11, 500ml, £5.39; tablets 250mg 100s, £9.35, 500s, £45.57, 1000s, £89.34. Erythromid tablets: 100s, £4.01; 500s, £20.01; 1000s, £40.01. Harmogen tablets: 100s, £5.84. Nembutal capsules: 500s, £3.33; 1000s, £6.48. Spironolactone tablets: 500s, £31.95. Surbex T filmtabs: 100s, £2.30. Vi-Daylin: 100ml, £0.62; 500ml, £2.24. Effective July 22.

Berk Pharmaceuticals Ltd
All products except Ceplac tablets reduced by 2.4 per cent.
Effective July 20.

Neoplatin injection: 10mg 10s, £8.95; 50mg 1, £39. Platinex

vials: 10mg £10; 25mg £24; 50mg £44
Bristol Myers Antibiotics

Bristol Myers Cardiovascular

Stadol injection: 2mg/ml 25, £9.53; 4mg/2ml 25s, £17.21.

Amfipen: capsules 250mg 250s, £9.15, 2,500s £91.48.

Amphenol capsules 250mg 240s, £1.75; 500mg 120s, £1.48, 500mg 250s, £18.32, 1,500s, £109.91; syrup 100ml, 125mg/5ml, £0.60, 250mg/5ml (forte), £1.08. Brocadopa: capsules 125mg 250s, £2.96, 250mg 100s, £2.00, 250s, £5.84, 500mg 100s, £4.81, 250s, £11.45; tablets 500mg 100s, £4.67. Cyclospasmol: tablets 400mg 250s, £20.90; treatment pack (112x400mg tablets), £11.25; capsules 400mg 250s, £21.24; suspension 90x5ml (400mg), £8.99. De-Nol treatment pack 560ml, £9.37. Effective August 1.

Dicycne: tablets 250mg 100s, £9.98, 500mg 100s, £19.72; injection 250mg (2ml 10), £7.50, 1000 injection 1.0g (2ml 10).

injection 250mg/2ml 10s, £7.59, 1000mg injection 1.0g/2ml 10s, £12.70. Etophylate: tablets 250mg 100s, £1.63, 500mg, £6.93; tablets forte 500mg 100s, £2.74, 250s, £6.61; syrup 125mg/5ml 200ml, £1.62; syrup forte 500mg/5ml 200ml, £2.55; suppositories, paediatric 100mg 12s, £0.63, adult 500mg 12s, £0.86. Kiditard capsules 250mg 100s, £12.40. Priadel tablets 400mg: 100s, £3.44; 1000s, £29.05. Effective August 1.

Estracyt capsules 140mg 100, £106.53. Estradurin ampoules: 40mg 10s, £22.22; 80mg 10s, £35.81. Medicoal sachets 5g: 5, £2.83; 30, £14.25. Fluanxol tablets: 0.5mg 100, £6.10; 1mg 60, £7.42. Effective August 1.

Anacal: ointment 30g, £3.04; suppositories 10s, £1.70.
Combimiz: tablets 50s, £1.85, 150s, £4.50; compositum 20s,
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£1.90. Movelat cream and gel 50g, £1.97. Propain tablets: 12s,
£0.57; 100s, £4.55. Effective August 1.

E.S.T.P. jars: 50g, £0.24; 500g, £1.31. GTN tablets.
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gel 10g, £0.40; mouthwash 200ml, £0.56. Medised: suspension
100ml, £0.68; tablets 12s, £0.54. Millophyline: tablets 100s,
£1.83, 500s, £7.96; ampoules 6s, £3.48; suppositories 200mg
(child) 10s, £1.42, 500mg (adult) 10s, £1.70. Pardale tablets:
100s, £3.63; 500s, £16.49. Siloxyl: tablets 60s, £1.80, 120s,
£3.17; suspension 300ml, £1.61. Solivac ear capsules 10s,
£0.51. Theoprop suppositories 12s, £0.92. Effects: August 1

Indocid capsules 25mg 100s, £4.63, 500s, £22.36, 50mg 100s,

£8.91; suppositories 100mg 10s, £2.32. Effective August 1.

Actrapid MC insulin 10ml: 40u/ml, £2.67; 80u/ml, £5.34; 100u/ml, £6.68. Human Actrapid 10ml: 40u/ml, £3.15; 80u/ml, £6.30; 100u/ml, £7.88. Lantard MC insulin 10ml: 40u/ml, £2.46; 80u/ml, £4.92; 100u/ml, £6.15. Monotard MC insulin 10ml: 40u/ml, £2.67; 80u/ml, £5.34; 100u/ml, £6.68. Human Monotard insulin 10ml: 40u/ml, £3.15; 80u/ml, £6.30; 100u/ml, £7.88. Rapitard MC insulin 10ml: 40u/ml, £2.46; 80u/ml, £4.92; 100u/ml, £6.15. Semitard MC insulin 10ml: 40u/ml, £2.67; 80u/ml, £5.34; 100u/ml, £6.68. Ultratard MC insulin 10ml: 40u/ml, £2.46; 80u/ml, £4.92; 100u/ml, £6.15. Human protaphane 100u/ml, £7.88. Glucagon (Novo) ampoules: 1mg, £3.69; 10mg, £23.40. Effective August 1.

Bolvidon tablets: 10mg 90s, £5.89, 100s, £6.47, 500s, £32.35; 20mg 63s, £8.24, 100s, £12.94, 500s, £64.70; 30mg 42s, £8.24, 100s, £19.41, 500s, £97.05. Effective August 1.

HC: 30g, £2.39; 100g, £5.95. Debrisan: castor 60g, £27.84; sachets 4g 10s, £19.40. Macrodex saline or dextrose 500ml, £3.60. Rheomacrodex saline or dextrose 500ml, £5.70. Salazopyrin: tablets 500mg 100s, £6.53; 500s, £31.74; tablets EN 100s, £8.48, 500s, £41.24; suppositories 10s, £2.73, 50s, £12.97; enemas 7s, £11.80. Relaxit enemas: 4s, £1.12; 100s, £26.47. Spirlon spray 200g, £2.63. Healonid 0.4ml, £26.76. Effective August 1.

Ponderex tablets: 20mg, 100s, £3.41; 40mg 100s, £6.80; Pacaps 60mg 60s, £7.26. Natrilix 2.5mg: 30s, £6.06; 60s, £11.94. Diamicron 80mg 60s, £6.00. Lacabiotol 10ml, £1.59. Syn-ergel 25s, £1.89. Effective August 1.

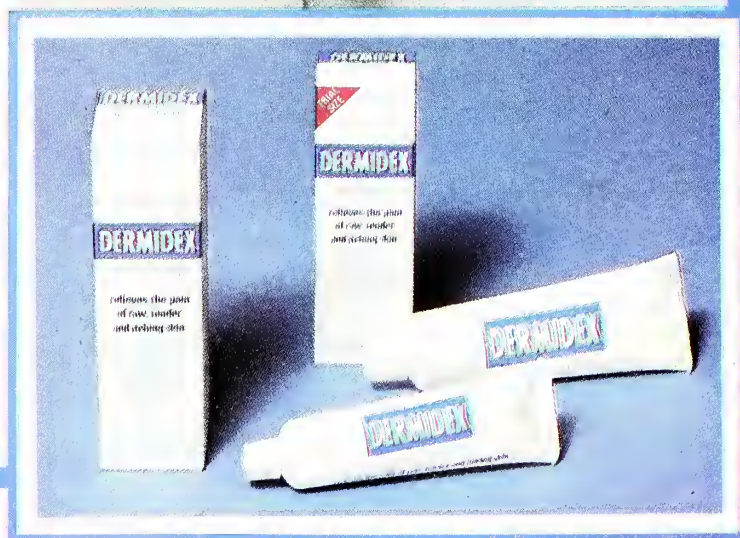
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Ciba UK chairman hits out at industry criticism

Ciba-Geigy UK chairman Allan Rae has used the company's annual report to hit out at "ill-informed and sometimes irresponsible" criticism of the chemical industry.

He singles out two areas for particular comment — generic prescribing and the use of animals in laboratory experiments.

Mr Rae says the effect of introducing a policy of generic substitution would be to increase the incidence of imported generics, and "impair the viability of the research-based pharmaceutical industry so seriously as to threaten the continuation of its essential research and development activities".

Illogical thinking

He goes on to describe much of the many current objections to animal experimentation as "the result of illogical thinking". "It is a strange contradiction of our time that critical comments and demands for greater safety are being made at the same time as one of the surest means yet known to use for achieving such safety is under constant attack" he comments.

This criticism has the overall effect of damaging the chemical industry's reputation and harming its ability to serve the public. The creation of fear and unnecessary emotional prejudice may stifle the inventive process demanded by the community, he continues.

The key to the problem is, he suggests, consumers' experience of the industry's products. Real public awareness must recognise the benefits conferred by the industry as well as potential problems.

"Only in this way will the community understand and judge properly the value

of the inventions it has demanded and the industry that has to exist in order to provide them".

Overall sales for the company are described as "relatively satisfactory", bearing in mind the generally depressed business environment.

Sales for the UK Group of companies were up £33.3m at £425.4m. Pre-tax profits reached £7.8m from the previous £3.7m. In current cost terms 1981's loss of £11m was reduced to £8m.

Within the group, Ciba-Geigy (ADP) recorded sales of £142m, while Ciba-Geigy Chemicals brought in £16.7m and Airwick £8m. Ilford, whose photographic business leads the Groups UK sales, showed turnover up 7 per cent to £89.1m.

Pharmaceuticals business takes second place with sales of £79.7m, an increase of 8 per cent on 1981. Of this total, £13m went to exports. Total exports from the UK rose £20m to reach £150.8m.

Beechams stay with pharmaceuticals

Beecham Group chairman Sir Graham Wilkins speaking at the company's annual meeting reconfirmed Beechams's commitment to their pharmaceuticals business and warns shareholders to expect acquisitions in the area.

Sir Graham was replying to suggestions that the group's consumer products business is now ascendant, with pharmaceuticals destined to become a fairly minor part of their activities.

He points out, however, that £50m of the £61m which Beecham spent on

ICI double 1st half profits

ICI have announced pre-tax profits of £298m for the six months to June 30 — double last year's equivalent and £39m more than they made in all of 1982.

Pharmaceuticals and agricultural chemicals are singled out as areas which have done particularly well, contributing to chemicals sales up 15 per cent at £3,705m. Volume increase here is put at 8 per cent. Total turnover rose £447m to reach £4,099m. Oil sales were down £34m at £394m.

There are signs that this improvement is set to continue, with chemical sales and exports both higher in the second quarter, and April, May and June contributing £170m to the pre-tax figure.

Cashless pay law on the way

Employment Secretary Norman Tebbit is to ask Parliament to update current wages legislation in order to encourage the spread of cashless pay. This follows his consideration of responses to a recent consultative document on the subject (C&D March 19, p506).

The Government now plan to repeal the Trucks Act and associated legislation, which will allow individual employers and employees to decide whether wages should be paid in cash or by some other method, such as cheque or credit transfer. New legislation protecting workers from arbitrary deductions will follow.

research and development last year was devoted to pharmaceuticals — and promises further increases in the future.

"The increasing amounts we have spent and intend to spend on R&D represent the most unambiguous sign of our commitment to pharmaceuticals and of our determination to sustain a high rate of innovation", says Sir Graham.

'Expect acquisitions'

Most of the group's acquisitions have tended to be in the consumer products field recently, which Sir Graham feels may account for the speculation arising in the first place. He points out, however, that this is where acquisition opportunities are more likely to occur.

"There are comparatively few pharmaceutical companies in the world, fewer still that are available for purchase and hardly any that are worth buying" he explains.

Shareholders were told to expect acquisitions in both consumer products and pharmaceuticals, should suitable opportunities arise.

More Business News overleaf



Shown here are five Vestric executives as never seen before, although the sight could become an annual event! Cliff Whitehall, Dave Stead, Mike Dunk, Ron Davies and Colin Lewis ploughed their way through a series of six events, including a custard pie and water game and a mini-marathon, as a climax to Runcorn's two-week festival

Gov inquiry on shop hours

Home Secretary Leon Brittan has announced the setting-up of a Government inquiry into shop hours legislation.

While accepting that the 1950 Shops Act is in need of reform, Mr Brittan says there are strong and conflicting opinions on how this should be achieved.

Accordingly, the committee of inquiry is to consider what changes are necessary to the Act "having regard to the interests of consumers, employers and employees and to the traditional character of Sunday". It will also be asked to suggest how any changes recommended may best be achieved.

The Committee will consist of a chairman and two members, who have yet

Daniel back with new sterile unit

Richard Daniel have opened a new sterile production unit at their Derby premises for the manufacture of a range of over 80 generic ophthalmic preparations, creams and ointments.

The old unit was totally destroyed by fire in December 1982, and the company has fought hard over the intervening months to maintain supplies to customers. A reinforced concrete floor stopped the fire spreading from the first floor, where the sterile unit was situated, and damage to the packaging area on the ground level was minimal.

In addition to the sterile suite the manufacturing suite for suppositories and pessaries has been rebuilt and re-equipped, and although damaged by the fire, was the first part of the company's production to be back in operation.

A temporary sterile production unit was constructed with full co-operation from the DHSS Inspectorate, which enabled Daniels to maintain limited production and retain its workforce. The temporary unit took ten weeks to build and was operational from February to the end of June.

The new sterile unit occupies 90 sq m and was built by Envair (UK) Ltd, taking only three months from beginning to final commissioning. The unit is one of the few in the UK to incorporate a fully automatic formaldehyde fumigation system. Running costs are kept down by operating the main fan unit at half speed overnight and at weekends.

Richard Daniel was established as a family business in 1861, and today are one of the few independent wholesalers retaining a significant involvement in manufacturing. The company are presently looking at the possibility of

to be selected. Those representing the main interests involved will be invited to submit evidence. Provision is also being made for an independent review of the economic effects of deregulation.

Shopworkers union USDAW has welcomed the inquiry, with deputy secretary John Flood applauding Parliament's decision to abandon the "long and tedious process" of trying to bring about piecemeal change through a private member's Bill.

The National Consumer Council say they are glad the Government has accepted the need for reform, but express disappointment that there has been no clear commitment towards liberalisation. "We hope the committee will have a short deadline, so that the Government can introduce legislation as soon as possible" they say.

The *Sun* is less enthusiastic. "There is no need for any investigation" it says in a recent editorial. "The laws are a shambles and should be scrapped."

establishing manufacturing plants abroad. As a Numark wholesaler, the export section of the company already has the franchise to export a wide range of NPA products on behalf of ICML.

Celltech move toward private sector

Biotechnologists Celltech — who teamed up with Boots in a joint marketing deal last month (*C&D* July 9 p82) — are looking to raise £6.1m with a rights issue of 3.6 million shares.

The shares — carrying a nominal value of £1 each — were placed on the market at £1.75. Existing shareholders had already agreed to take up 1.8 million units from the issue.

In a related deal, the Government-owned British Technology Group has sold 400,000 of its shares, reducing the state's stake of Celltech to 28 per cent.

BTG chief executive Brian Willott says he is delighted at Celltech's latest move towards the private sector, which sees as evidence of their success in creating the company.

Biotech instruments from HP-Genenchem

Hewlett-Packard and Genentech have formed a joint venture to develop instruments and related systems for international use by industries working in biotechnology. The joint venture will be called HP-Genenchem.

Hewlett-Packard will be majority owner and manager, through their analytical products group. Genentech will hold minority equity and provide consultation services.

Robert Swanson, president and chief

executive officer explains: "Because there have been major unfilled needs for instrumentation in biotechnology research and product development, Genentech has undertaken its own instrumentation programme — including related hardware and software. We will now transfer this know-how to the new venture". HP is contributing product and marketing capabilities.

Trading stamps for holiday savings

Holiday Stamps are preparing a September launch for a national trading stamps scheme giving retail customers of all outlets savings on holidays.

The stamps are to be available to just one group in each retail sector, although more flexibility will be allowed where small chains operating in a limited area are involved. While independents will be considered for stamp distribution, Holiday Stamps chairman David Price told *C&D* their best chance would be to apply through a central organisation, such as a trade body or major wholesaler.

Negotiations are currently in progress regarding representation in the chemist trade, but applications will still be accepted on 0908-677349.

COMING EVENTS

IPMI weekend on business structure

The Institute of Pharmacy Management are holding a weekend meeting at the Alveston Manor Hotel, Stratford-upon-Avon on November 4-6. The conference session will be entitled "Sole trader, partnership or corporate body? A management choice for business organisation in community pharmacy". The conference will pay particular attention to the taxation of business profits and of personal income.

Accommodation is available for two nights at £59 per person, although no formal programme is arranged for the Saturday. Details from *Dr I.F. Jones, School of Pharmacy, University of Bradford, West Yorkshire BD7 1DP* (telephone 0274 733466 ext 552).

Advance information

Manchester, Salford & District, National Pharmaceutical Association, Europa Suite, Manchester United FC Ground, Warwick Road, Old Trafford, on September 20 from 2pm-9pm. Exhibition of mechanical and computerised labelling devices and other electronic business aids. Entrance free, but by ticket only from M.E. Wood, 193 Langworthy Road, Salford 6.
Society of Tissue Viability, UWIST, Traherne Hall, Llwyn-y-Grant Road, Penylan, Cardiff on September 20-21. 6th Scientific meeting. Registration: members £5 per day, non-members £7.50. Closing date August 31. Details from Mrs E.P. Troup, Wessex Rehabilitation Association, Odstock Hospital, Salisbury SP2 8BJ.
Institute of Packaging, London Tara Hotel, Kensington, on October 19. One day conference on developments in child resistant and tamper evident packaging. Fee: £55 for members and £65 for non-members. Details from The conference secretary, Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex HA7 4BZ.

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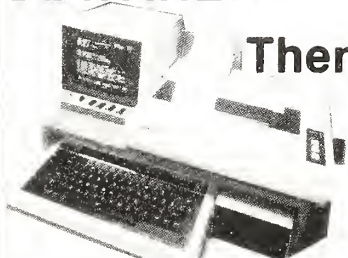
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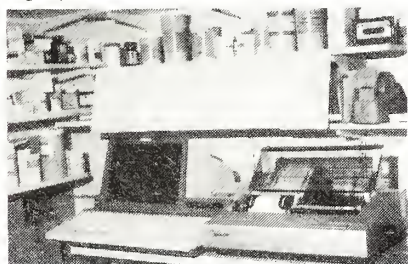
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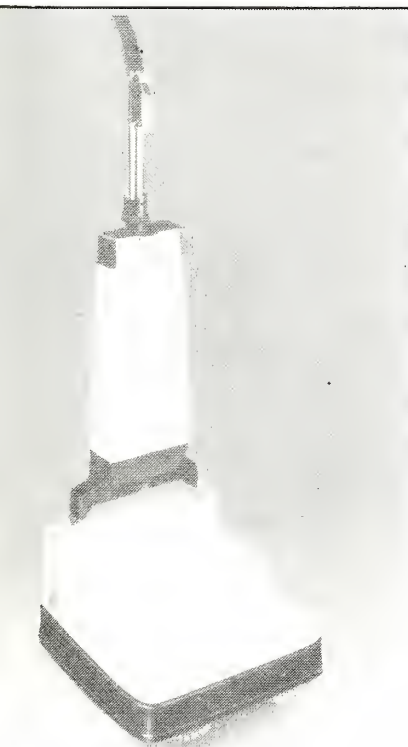
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